REMARKS

Applicants have thoroughly considered the April 27, 2007 Final Office action and respectfully request reconsideration of the application as amended. By this Amendment B, claims 1, 19, and 31 have been amended to further clarify the invention. Claims 1-47 are presented in the application for further examination. **As such, Applicants submit that this Amendment B raises no new issues that would require further search and raises no issue of new matter. Rather, this Amendment B places the application in better form for appeal by materially reducing or simplifying the issues for appeal.** Applicants respectfully request that favorable reconsideration of the application in light of the following remarks and the Examiner is invited and encouraged to telephone the undersigned to discuss making an Examiner's amendment to place the claims in condition for allowance if necessary. The specification has been amended to correct a minor informality. No new matter has been added.

Applicants acknowledge the Office's withdrawal of the objection to the specification and the rejection of claims 19-30 under 35 U.S.C. §101.

Claim Rejection – 35 U.S.C. §103

Claims 1-12, 14, 18-28, 30-41, 43 and 47 stand rejected under 35 U.S.C. §103(a) as being anticipated by US Patent No. 6,694,320 by Ortiz et al in view of US Publication No. 2004/0204946 by Alger et al. Applicants submit that the combined references of Ortiz and Alger fail to disclose or suggest each and every element of the invention.

Amended claim 1 recites, in part, "**defining a plurality of groups, each of said plurality of groups including a plurality of resource files,** said resource files each containing one or more branding resources; **assigning a namespace to each of the plurality of defined groups; receiving a request for identifying a selected namespace, said selected namespace corresponding to one or more installed components of the software product;** executing an interface to call a particular group of resource files from the plurality of groups as a function of the selected namespace…"

Embodiments of the invention enhance and simplify management of branding of software products by encapsulating branding information into a single branding component having one or more branding resource files as a group. As such, all of the branding resource files need not to be installed or applied to a software product; only the branding resources according to the

particular group needed for the specified or particular software products are installed. See Application, paragraphs 40, 81 and FIG. 1.

To the contrary, the combined references of Ortiz and Alger teach away from at least the feature of **defining a plurality of groups**. Ortiz specifically discloses or suggests having a centralized location for storing all branding data. (Ortiz, col. 3, lines 24-25). That is, there is only one group. In addition, Ortiz fails to disclose or suggest **assigning a namespace for each of the plurality of defined groups**. Furthermore, Ortiz could not disclose or suggest the feature of "**searching the called group of resource files**...". Ortiz merely discloses or suggests the "cvOEMBrand.DLL is accessed, the branding data is extracted by the cvBrand.DLL and is conveyed to the software application." Therefore, Applicants submit that the Ortiz could not disclose or suggest each and every element of the invention.

Moreover, the combined references of Ortiz and Alger also could not disclose or suggest each and every element of amended claim 1. In fact, Alger fails to cure the deficiencies of Ortiz; Alger fails to disclose at least the features of "defining a plurality of groups...; assigning a namespace for each of the plurality of defined groups..." and "searching the called group of resource files..."

Therefore, Applicants submit that the amended claim 1 is patentable over the cited art. Claims 2-12, 14 and 18 depend from claim 1 and are also patentable over the cited art. Therefore, the rejection of 1-12, 14, and 18 under 35 U.S.C. §103(a) should be withdrawn.

Similarly, amended claim 19 recites computer-readable storage media comprising, in part, "a plurality of resource files, said resource files each containing one or more branding resources and **being defined according to form a plurality of groups, said each defined group** having a namespace assigned thereto; and a branding engine executed on a computer for calling a particular group of resource files from the plurality of groups as a function of a selected namespace and searching the called group of resource files for one or more of the branding resources to be installed in the software product." Because the combined references of Ortiz and Alger fail to disclose each and every element of the invention for at least the reasons above, Applicants submit that the claim 19, as well as dependent claims 20-28 and 30, are patentable over the cited art. Therefore, the rejection of claims 19-28 and 30 under 35 U.S.C. §103(a) should be withdrawn.

Also, amended claim 31 recites, in part, "**defining a plurality of groups, each of said plurality of groups** including a plurality of resource files, said resource files each containing one or more branding resources; **assigning a namespace to each of the plurality of defined groups**; embedding, in each of the resource files, metadata identifying the branding resources contained therein; receiving a request for identifying a selected namespace, said selected namespace corresponding to one or more installed components of the software product; executing an interface to call a particular group of the resource files as a function of a selected namespace; searching the called group of resource files for one or more of the branding resources to be installed in the software product based on the embedded metadata; and installing the called group of resource files containing the one or more branding resources in the software product in response to the searching." In addition to the reasons above, Applicants submit that the combined references of Ortiz and Alger fail to disclose or suggest "searching the called group of resource files for one or more of the branding resources to be installed in the software product based on the embedded metadata." Therefore, for at least the reasons above, Applicants submit that the combined references of Ortiz and Alger fail to disclose or suggest each and every element of amended claim 31. Hence, Applicants thus request the rejection of claims 31-41, 43 and 47 under 35 U.S.C. §103(a) be withdrawn.

Claim Rejections – 35 U.S.C. §103

Claims 13, 15, 16, 17, 29, 42, 44, 45, and 46 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Ortiz in view of US Publication No. 2003/0195921 by Becker et al. Applicants submit that the combined references fail to disclose or suggest each and every element of the invention. The Becker reference fails to cure the deficiencies of Ortiz in that Becker's "system and method for configurable software provisioning" is irrelevant to branding of software products. In fact, even with Becker's disclosures about extensible markup language (XML), componentized software model, and binary files identifying one or more dependencies, the combined references continue to disclose or suggest **one file including all branding data**. Such disclosure teaches away from embodiments of the invention of one or more branding resources files. Furthermore, contrary to the Office's assertion on pages 19 and 20 of the Office action, Becker fails to discuss or suggest "selected namespace corresponding to a specific brand" and "specifying the selected namespace includes specifying another namespace corresponding to

a different specific brand to modify the branding of the software product," respectively. Paragraph 66 of Becker merely discloses how the element "ChangeRegistryKey," "CheckDependency" element, or other elements work. Therefore, Applicants submit that the Office fails to establish the *prima facie* elements of an obviousness rejection under 35 U.S.C. §103(a). Hence, for at least the reasons above, the rejection of claims 13, 15, 16, 17, 29, 42, 44, 45, and 46 should be withdrawn.

Claims 13, 15, 16, 17, 20-30, 42, 44, 45, and 46 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Ortiz in view of Alger and further in view of US Patent Publication No. 2003/0195921, by Becker et al. Applicants submit that because Becker fails to cure the deficiencies of Ortiz and Alger, Applicants submit that the Office fails to establish the *prima facie* elements of an obviousness rejection. Hence, for at least the reasons above, claims 13, 15, 16, 17, 20-30, 42, 44, 45, and 46 are patentable over the cited art. Therefore, the rejection of claims 13, 15, 16, 17, 20-30, 42, 44, 45, and 46 under 35 U.S.C. §103(a) should be withdrawn.

In view of the foregoing, Applicant submits that independent claims 1, 19, and 31 are allowable over the cited art. The claims depending from these claims are believed to be allowable for at least the same reasons as the independent claims from which they depend.

It is felt that a full and complete response has been made to the Office action and, as such, places the application in condition for allowance. Such allowance is hereby respectfully requested. Although the prior art made of record and not relied upon may be considered pertinent to the disclosure, none of these references anticipates or makes obvious the recited invention. The fact that the Applicant may not have specifically traversed any particular assertion by the Office should not be construed as indicating Applicants' agreement therewith.

The Applicant wishes to expedite prosecution of this application. If the Examiner deems the application as amended to not be in condition for allowance, the Examiner is invited and encouraged to telephone the undersigned to discuss making an Examiner's amendment to place the application in condition for allowance.

The Commissioner is hereby authorized to charge any deficiency or overpayment of any required fee during the entire pendency of this application to Deposit Account No. 19-1345.

Respectfully submitted,

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